A STUDY ON CUSTOMER SATISFACTION OF CAVIN'S DAIRY PRODUCTS

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ABSTRACT

This paper illustrates A Study on Customer Satisfaction towards Cavin's Milk Product at Erode. Aim of the study is to knowing whether a company has met the needs of its customers and whether those customers are happy with the service they received and to improve product delivery and customer service, it is useful to ascertain post-purchase feedback from the consumer. Assist a business in establishing enduring relationships with its customers. The analysis carried out based on set objectives of the company, which are resulted in customer satisfaction, customer preference and customer awareness towards Cavin's milk product. The study has conducted among the people of different culture, profession, and age groups. The study also covers consumers of various brands of milk, which reveals their preference of Cavin's milk, comparing and cons of trading Cavin's milk with its competitors helps to bring out suggestions and what people expect more from the product.

KEYWORDS: Dairy products

INTRODUCTION

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant so it is in the best interest of the business to ensure customer satisfaction, and build customer loyalty.

OBJECTIVES OF THE STUDY

- To know the reasons for consuming the Cavin's Dairy Products in Erode.
- To identify consumer's motivating factors those, influence the choice of dairy products.
- To analyse the channels of distribution of the Cavin's Dairy Products
- To analyse consumer's opinion regarding quality, price and packaging of Cavin's Dairy Products.
- To analyse the satisfaction level of consumers with regard to products of the company

COMPANY PROFILE

Cavin Kare continuously engages in initiatives that it trusts and believes would make the world a better place to live in. Cavin Kare's focus with regards to CSR initiatives revolvesaround (a) Caring for disabled persons of the society (b) Providing quality educationin a comfortable environment for deserving students of rural sections (c) Recognizing small time entrepreneurs with innovative ideas and concepts (d) Supporting a deserving social cause for poor people. A few projects we are involved in and how Cavin Kare got itself associated with it are briefly explained below:

1. Cavin Kare Ability Awards: A Brief Introduction

As part of our Corporate Social Responsibility (CSR) initiatives, CavinKare is associated with the Ability Foundation, an NGO working towards the betterment, empowerment and rights of the disabled community. To institute the CavinKare Ability awards, a one-of-a-kind award in the country, to recognize and reward the achievements of the differently abled. The awards have been organized for the past ten years in succession andhave now grown in stature and recognition.

1. Chinni Krishnan Innovation Awards

Cavin Kare celebrates the spirit of entrepreneurship with 'The Chinni Krishnan Innovation Awards'. Dreamer, innovator, ideate and entrepreneur – these are just some ofthe words that describe the Late Shri R Chinnikrishnan, the man who pioneered the sachet revolution in India. His ideas were based on the simple philosophy that, "what the rich man can enjoy, the poor man should be able to afford." Today, his innovations are seen in every shop in the form of sachets.

STATEMENT OF THE PROBLEM

Milk is a vital commodity in existence of Indian consumers. They choose healthy and energy drinks for use. Dairy products are simply obtainable, it accessible by number of milk brands. The major challenge for marketers is, to generate the consumer loyalty by quality, newness, odour and flavour. Sellers are necessary to know the consumers reaction towards their own brand milk and its availability, acceptability and affordability. Then only they can satisfy the consumers and can retain towards their brand. At current the consumers are more vibrant.

SCOPE OF THE STUDY

- ➤ The scope of the study is that to find out the level of satisfaction among the consumer towards Cavin's Dairy Products.
- ➤ To identify the source and feature which influence the purchase of Cavin's dairy product.
- ➤ To identify the consumer's views regarding quality and quantity.
- ➤ To find out the opinion from the consumers regarding the performance of Cavin's dairy product

REVIEW OF LITERATURE

Ananda Kumar and Babu (2018)[3] studied customer satisfaction on dairy products in Pondicherry state and found that packaging, cost, availability, product quality, taste, etc., influences the choice of a brand. He stated that skim milk powder, butter and per capita income had significant influence on milk price in the long and short term. Beef price was found to have a significant long-term influence and finally concluded that few policy areas required attention to augment the much-needed growth in milk supply.

Yayyar (2018)[2] investigated packed and unpacked fluid milk consumption and satisfaction among Turkish households. The study found that consumers preferred more packed fluid milk. The household head's, education, with higher income, and households having children less than seven years of age consumed packed milk. The unpacked fluid milk consumption was found comparatively less because of other factors except income and working class households. The study has some implications for milk producers & companies, because milk production is increasing rapidly.

Sangeetha and Mohan (2021)[13] stated that Consumer satisfaction is mainly focus on quality of the product, price of the product, brand of the product. Consumer satisfaction, consumer preference towards the product, product distribution that is channels of distribution andcustomer loyalty is the major area to satisfy the

customer. Consumerism is essentially a socialmovement started to secure more rights for the buyers. It requires the marketers to givegreater attention to protect the interest of the consumers.

Balakrishnan and Manimekhala (2022)[15] stated that consumer satisfaction towards milkwas based on their socio-economic characteristics such as age, gender, income and educational qualification. Majority of the sample respondents were aware and buy the dairy products. The suggestions given by them were reduction of price, preservation and quality should increase and finally they revealed that 250 ml packet size should be made availablefor the convenience of consume

Ingaval and Thaker (2018)[1] studied consumers' satisfaction for milk & milk products. The study revealed that the consumers preferred packed branded milk products. The consumers' purchase-decision was changed because of availability, advertisement, product quality &price of products. The study also indicated grocery shops, bakers & sweet markets were preferred places of purchase of dairy products, some consumers preferred company outlets for their dairy products purchase.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods techniques but also the methodology.

RESEARCH DESIGN

"A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure". The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

SOURCE OF DATA

- ➢ Primary data
- ➢ Secondary data

PRIMARY DATA

The study basically uses primary and secondary data. Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc.

SECONDARY DATA

Secondary data means the data that are already available. Secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk research. Secondary data provides economy in time and cost. It is easily available and unbiased. Secondary data may either be published data or unpublished data.

DATA COLLECTION METHOD

Descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

SAMPLE SIZE

The study based only on the opinion and expectation of consumer. Total number of samples taken for the study is 120 respondents.

TOOLS FOR ANALYSIS

- ➢ Percentage analysis
- ➢ Correlation
- ➢ Chi-square analysis
- ➢ Anova

DATA ANALYSIS AND INTERPRETATION

CHI – SQUARE TEST

Chi-square was done to find out one way analysis between socio demographic variable and various dimensions of the programme

NULL HYPOTHESIS

HO: There is no significance between the qualification of the respondent's and opinion aboutbrand image.

ALTERNATIVE HYPOTHESIS

H1: There is significance between the qualification of the respondent's and opinion aboutbrand image.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.999E2[a]	12	.000
Likelihood Ratio	204.515	12	.000
N of Valid Cases	120		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is1.17.

RESULT

The calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the qualification of the respondent's and opinion about brand image

CORRELATION

There are several different correlation techniques. The survey systems optional statistics module includes the most common type, called the person or product moment correlation. The module also includes a variation on this type called partial correlation. The latter is useful when you want to look at the relationship between two variables while removing the effect of none or two other variables

The table shows that the relationship between Monthly income of therespondents and Consumption of milk per day.

Correlations

		Monthly Income	Consumption of milk per day
Monthly Income	Pearson Correlation	1	.336**
	Sig. (2-tailed)		.000
	N	120	120
Consumption of milk per day	Pearson Correlation	.336**	1
	Sig. (2-tailed)	.000	
	N	120	120

Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is a positive correlation. There are relationships between monthly income of the respondents and consumption of milk per day.

5.1 FINDINGS

➤ Majority 64.2% of the respondents are Female category.

➤ Majority 35.8% of the respondents are age group Between 21-30 years.

➤ Majority 32.5% of the respondents are qualified in Graduate.

➤ Majority 71.7% of the respondents Married person.

➤ Majority 41.7% of the respondents are Private employee.

➤ Majority 41.7% of the respondents are between 3-4 members in their family.

➤ Majority 32.5% of the respondents are monthly earning Between Rs.10,001-15,000.

➤ Majority 46.7% of the respondents are buying Morning and Evening.

SUGGESTIONS

➤ Most of the customers are expects the entire day availability of milk

➤ Advertisements are very essential to increase number of customers

➤ Most of the customers buy milk from private shop, so availability of milk on private shops is also to be increased.

➤ Brand involvement should be improved in the mind of customers.

➤ Customers can be motivated to buy the product by giving Value Added Services.

➤ Most of the customers buy only milk so motivating the customers to buy other dairy products is very essential.

CONCLUSION

The main objective of the article is to know the purpose of the customers (opinion) satisfaction about Cavin dairy products. The study was conducted in Erode to find out the customers opinion about quality, price, packaging, etc., of the products. Most of the customers are very much interested to purchase Cavin dairy Products. So we need to improvethe number of consumers by

providing better service and quality and quantity with reasonable price of the products.

A Cavin dairy product has a good reputation among the customers. From this survey we can conclude that the consumer has overall satisfaction on Cavin dairy products. Advertisement, Quality and Availability are the factors that cause the consumer to buy the Cavin dairy milk products, so more attention are required on advertisement, improvingquality and increasing the availability are need to maintain their market position and their brand loyalty with more number of customers.

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